Business Plan

[Enter Your Business Name Here]

Last updated: <Insert Date Here>

Contents

[**The business at a glance 3**](#_Toc381722870)

[**The business in detail 5**](#_Toc381722883)

[History 5](#_Toc381722871)

[Products & services 5](#_Toc381722872)

[Structure 6](#_Toc381722873)

[SWOT analysis 6](#_Toc381722874)

[Premises & equipment 7](#_Toc381722875)

[Information systems & telecommunications 7](#_Toc381722876)

[Intellectual property, licences & memberships 8](#_Toc381722877)

[Insurances 9](#_Toc381722878)

**Business** [**Goals & Strategies 10**](#_Toc381722879)

[Marketing 11](#_Toc381722880)

[Sales 11](#_Toc381722881)

[Customer management and retention 12](#_Toc381722882)

[Pricing 12](#_Toc381722883)

[**Competitors 1**](#_Toc381722883)**3**

[The industry 13](#_Toc381722884)

[Target market 13](#_Toc381722885)

[The competition 14](#_Toc381722886)

[**Financial forecasts 1**](#_Toc381722883)**5**

[Start-up costs 15](#_Toc381722887)

[Profit & loss forecast 16](#_Toc381722888)

[Cash flow forecast 17](#_Toc381722889)

[Balance sheet forecast 19](#_Toc381722890)

## The business at a glance

|  |  |
| --- | --- |
| **Your introduction*** Summarise your business idea in less than 100 words
 |  |
| **Business name*** Will you be trading in your name or something else?
 |  |
| **Owners*** Who’s involved and what is the business type? e.g. sole trader, Partnership, Company, Trust
 |  |
| **What we do*** A one sentence summary of your main business activity
 |  |
| **Vision*** Where do you want your business to be in the future?
 |   |

|  |  |
| --- | --- |
| **Unique selling proposition*** What does your business have that your competition doesn’t?
 |  |
| **Products & services*** What does your business have that your competition doesn’t?
 |  |
| **Target market*** Who are you selling your product/service to?
* Why do they need it?
 |  |
| **Business Goals*** What are the key business goals for the period covered by this plan?
* Try to make your goals specific, achievable and measurable
 |  |
| **Capital requirements*** How much money will you need to get started?
 |  |

## History

|  |  |
| --- | --- |
| **Date established**(If applicable) |  |
| **Operating history**(If applicable)* How long has the business been running?
* How has it performed?
 |  |

## Products & Services

|  |  |
| --- | --- |
| **Product 1*** What products and services do you provide?
* What benefits do they offer your customers?
* What makes them unique?
 |  |
| **Product 2*** What products and services do you provide?
* What benefits do they offer your customers?
* What makes them unique?
 |  |
| **Product 3*** What products and services do you provide?
* What benefits do they offer your customers?
* What makes them unique?
 |  |

## Structure

|  |  |
| --- | --- |
| **Business type*** Are you a Sole Trader, Partnership, Company, or Trust
 |  |
| **Who’s involved?*** What is the structure?
* What is everyone’s roles & responsibilities
 |  |

## SWOT Analysis

|  |  |
| --- | --- |
| **Strengths*** List each of your businesses strengths e.g. Busy location
 |  |
| **Weaknesses*** List each of your businesses weaknesses e.g. High rent
 |  |
| **Opportunities*** List each of your businesses opportunities e.g. Reward customer loyalty
 |  |
| **Threats*** List each of your businesses threats e.g. Seasonal impacts
 |  |

## Premises & Equipment

|  |  |
| --- | --- |
| **Premises*** Describe your business premises – location, rent, fit out
 |  |
| **Plant & equipment*** List the equipment you need to run your business
* List the value of existing equipment and the cost to purchase or rent the equipment you don’t have
 |  |

## Information Systems & Telecommunications

|  |  |
| --- | --- |
| **Information systems*** Describe the information systems you’ll need to run your business e.g. customer database, accounting software, computer software
 |  |
| **Telecommunications*** How will customers contact you?
* Do you have a message service or company email address?
 |  |

## Intellectual Property, Licences & Memberships

|  |  |
| --- | --- |
| **Registered business names*** List your registered business names (with ASIC)
 |  |
| **Domain names*** List any domain names you have registered for your websites and email addresses
 |  |
| **Trademarks & patents*** Do you have any trademarks or patents?
 |  |
| **Licences*** Do you need any licences, permits or government approvals to run your business?
 |  |
| **Memberships*** Do you belong to a chamber of commerce or industry association?
 |  |

## Insurances

|  |  |
| --- | --- |
| **Public risk insurance*** List details of any insurances including the amount insured for and annual premiums
 |  |
| **Workers compensation*** List details of any insurances including the amount insured for and annual premiums
 |  |
| **Professional indemnity or product liability*** List details of any insurances including the amount insured for and annual premiums
 |  |
| **Business assets*** List details of any insurances including the amount insured for and annual premiums
 |  |
| **Fire & property*** List details of any insurances including the amount insured for and annual premiums
 |  |

## Goals & Milestones

|  |  |
| --- | --- |
| **Goal 1*** Set your major business goals for the period covered by this plan
* Then set milestones for each step
* Try to make your goals specific, achievable and measurable
 | **Milestone** |
| **Goal 2*** Set your major business goals for the period covered by this plan
* Then set milestones for each step
* Try to make your goals specific, achievable and measurable
 | **Milestone** |
| **Goal 3*** Set your major business goals for the period covered by this plan
* Then set milestones for each step
* Try to make your goals specific, achievable and measurable
 | **Milestone** |
| **Goal 4*** Set your major business goals for the period covered by this plan
* Then set milestones for each step
* Try to make your goals specific, achievable and measurable
 | **Milestone** |

## Marketing

|  |  |
| --- | --- |
| **Goal** * How many customer leads do you hope to generate with your marketing
* How are you going to measure success
 |  |
| **Promotion*** How will you make customers aware of your product/service?
* How will you make them want to buy from you?
* When and where will you promote your business (e.g. online, events, social media, in-store, mail out)?
 |  |

## Sales

|  |  |
| --- | --- |
| **Goals** * What volume of sales are you targeting in the period this plan covers?
 |  |
| **Sales team*** Who is responsible for selling your products?
* How will they be supported? e.g. training, sales guides
 |  |
| **Sales material*** What will you use to sell your products/services e.g. brochures, newsletters, photos, point of sale material, appointment cards
 |  |
| **Sales techniques*** What sales techniques do you plan to use? e.g. sales scripts, special offers, special events, product launches etc.
 |  |

## Customer Management and Retention

|  |  |
| --- | --- |
| **Goals** * Having successfully sold to a customer – you need to keep them coming back
* What proportion of customers do you hope to retain?
 |  |
| **Customer information*** To get to your customer’s needs, you need to know as much about them as possible
* How will you gather and store this information? e.g. customer database, questionnaires, surveys
 |  |
| **Customer retention*** What will you do to keep your customer’s coming back? e.g. Loyalty programs, VIP clubs, newsletters
 |  |

## Pricing

|  |  |
| --- | --- |
| **Strategy*** What’s your pricing strategy?
* Do you offer a premium product/service at a premium price or do you price competitively for value?
* How is your pricing calculated?
 |  |
| **Prices*** List the prices of each of your main products/services
 |  |
| **Customer retention*** What will you do to keep your customer’s coming back? e.g. Loyalty programs, VIP clubs, newsletters
 |  |

## The Industry

|  |  |
| --- | --- |
| **Your summary*** Describe the key characteristics of your industry? e.g. How big is it? Is it a growth industry or mature industry?
 |  |

## Target Market

|  |  |
| --- | --- |
| **Your summary*** Who are you selling your product/service to?
* Why do they need it?
 |  |
| **Age** |  |
| **Gender** |  |
| **Occupation** |  |
| **Income** |  |
| **Location** |  |
| **Attitude and key drivers** |  |
| **Size of market** |  |
| **Growth potential** |  |

## The Competition

|  |  |
| --- | --- |
| **Competitor 1*** When were they established?
* What’s their market share?
* What is their offering?
* What are their strengths and weaknesses?
 |  |
| **Competitor 2*** When were they established?
* What’s their market share?
* What is their offering?
* What are their strengths and weaknesses?
 |  |
| **Competitor 3*** When were they established?
* What’s their market share?
* What is their offering?
* What are their strengths and weaknesses?
 |  |
| **Competitor 4*** When were they established?
* What’s their market share?
* What is their offering?
* What are their strengths and weaknesses?
 |  |

## Start-Up Costs

|  |  |
| --- | --- |
| Setting up the business |  |
| Accountants fees | $ |
| Solicitor’s fees | $ |
| Business registration | $ |
| Domain name registration | $ |
| Insurance premiums | $ |
| Licences | $ |
| Workers compensation | $ |

|  |  |
| --- | --- |
| Setting up the premises |  |
| Lease deposit and advance rent | $ |
| Fit out | $ |
| Utility bonds and connection | $ |
| Stationery and office supplies | $ |

|  |
| --- |
| Plant & equipment |
| Equipment | $ |
| Vehicles | $ |
| Telecommunications | $ |
| Computers and software | $ |

|  |  |
| --- | --- |
| Starting operations |  |
| Advertising and promotion | $ |
| Raw materials and supplies | $ |
| Working capital | $ |

|  |  |
| --- | --- |
| Start-up capital |  |
| Equity investment | $ |
| Borrowings | $ |
| **Total** | $ |

|  |  |
| --- | --- |
| The result |  |
| **Total set-up costs** | $ |
| Surplus funds | $ |
| **Borrowings required** | $ |

## Profit & Loss Forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTALS |

|  |
| --- |
| Sales |
| Sales (invoices) | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Cost of goods sold |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gross profit** |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| Expenses |
| Accounting fees | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank Charges |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank Interest |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Depreciation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Electricity & Gas |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Hire/Lease |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicle Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Postage, Telephone & Internet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stationery |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Repairs & Maintenance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Security |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sundries |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Superannuation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Transport/Courier |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Wages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Workers Compensation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |

|  |
| --- |
| Result |
| **Net Profit** | $ |  |  |  |  |  |  |  |  |  |  |  | $ |
| **Gross Profit Margin** |  |  |  |  |  |  |  |  |  |  |  |  | $ |
| **Net Profit Margin** |  |  |  |  |  |  |  |  |  |  |  |  | $ |

## Cash Flow Forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTALS |
| Starting cash position |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Money Coming In** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cash Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Collections from Accounts Receivable |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Cash Receipts |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **Money Going Out** |
| **Costs of products/services sold** |
| Materials |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Labour |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Packaging |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Other costs & expenses** |
| Accounting Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Administration |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Electricity and Gas |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Employee Wages  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Hire/Lease |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Motor Vehicle Expenses  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Postage, Phone & Internet |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Repairs and Maintenance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stationery |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Transport/Courier Costs |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Workers Compensation |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Liabilities** |
| Bank chargesBank int |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bank Interest |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Depreciation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Superannuation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tax & GST |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **Result** |
| Change during month |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Closing Cash Position** |  |  |  |  |  |  |  |  |  |  |  |  |  |

#

## Balance Sheet Forecast

|  |  |
| --- | --- |
| **Assets** |  |
| **Current Assets** |  |
| Cash | $ |
| Petty Cash |  |
| Accounts Receivable |  |
| Stock |  |
| Short-Term Investment |  |
| Prepaid Expenses |  |
| Long-Term Investment |  |
| **Fixed Assets** |  |
| Land | $ |
| Buildings |  |
| Improvements |  |
| Equipment |  |
| Furniture |  |
| Motor/Vehicles |  |
| **Total Assets** | $ |

|  |
| --- |
| **Liabilities** |
| **Current Liabilities** |  |
| Accounts payable | $ |
| Notes payable |  |
| Interest payable |  |
| Taxes payable |  |
| Income Tax |  |
| Sales tax |  |
| Payroll accrual |  |
| **Long-Term Liabilities** |  |
| Borrowings | $ |
| **Total Liabilities** |  |
| **Net Assets** |  |

|  |  |
| --- | --- |
| **Owner’s Equity** |  |
| Retained Earnings | $ |
| Current year earnings |  |
| **Total Equity (should equal net assets)** |  |

**Break-even analysis**

|  |  |
| --- | --- |
| Average selling price per unit | $ |
| Average cost of each unit | $ |
| Gross profit margin | $ |
| Fixed costs | $ |
| Dollar sales to break even | $ |
| Number of unit sales to break even |  |